Creating Opportunities from Disruption

David Liniado, VP New Ventures
Cox Automotive
IDENTIFYING | INVESTING | ACCELERATING
The Future of Consumer Mobility

Cox Automotive™
NEW VENTURES
Running water never grows stagnant

Gov. James Cox & Henry Ford
GAME CHANGERS
a perfect storm of opportunity...

CONSUMER EXPECTATIONS
Shift in consumer expectations offline to online
Multi-device engagement
Always connected and available

TECHNOLOGICAL ADVANCEMENTS
Internet of things
Use of idle products through digital communities
Digitization of wholesale and retail trade

NEW COMPETITION
Tech giants
Distribution models
Low investment, easy entry for start ups
...fueling our approach to innovation
WHY OWN OR LEASE WHEN YOU CAN FLEXDRIVE
Thank You